Abstract of the Disclosure

To provide a print medium quality adjustment system that enables comprehensive electronic watermark quality evaluation and adjustment without requiring significant labor. An inspection watermark medium output device 11 comprises an inspection watermark signal generation unit 101 that generates a single inspection watermark signal or a plurality of inspection watermark signals, generates a watermark signal image by disposing the inspection watermark signal(s) in an arbitrary arrangement and generates inspection training data 105 having digitally recorded therein the inspection watermark signal(s) and an inspection medium output unit 103 that outputs an inspection watermark medium 104 generated by printing the inspection watermark image onto a medium. A watermark quality inspection device 12 comprises a signal detection unit 107 that extracts embedded watermark information, a print quality judgment unit 108 that judges the watermark quality by comparing the watermark information with the inspection training data input thereto and a print adjustment value output unit that outputs, based upon the quality judgment results, a print adjustment value 110 to be used to improve the print quality.